

### **Amendments to the Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1-44. (Cancelled).

45. (Currently Amended) A method of operation, performed by a device, comprising:

receiving by the device, from a first server of a first service provider, a request for registration information ~~for a user of the device to register with a web site~~, the registration information requested including one or more personality characteristics;

in response to the request, the device causing a second server of a second service provider to dynamically generate and provide a personality profile having one or more personality characteristics to portray a desired persona, ~~the one or more personality characteristics being based at least in part on a determined categorization of the web site, the second service provider providing a personality service~~; and

transmitting by the device, or the device causing the second server to transmit, the personality profile to the first server to respond to the request.

46. (Previously Presented) The method of claim 45, wherein the method further comprises the device requesting the first service provider for information.

47. (Previously Presented) The method of claim 45, wherein the personality profile is provided by the second server of the personality service provider, and transmitted to the first server of the first service provider by the device, and the method further comprises

receiving by the device, the personality profile from the second server of the personality service provider.

48. (Previously Presented) The method of claim 45, wherein the personality profile is provided by the second server of the personality service provider, and the method further comprises

receiving by the device, a list of personality profiles from the second server of the personality service provider, the list having been put together by the second server of the personality service provider, and

selecting by the device, a personality profile from the list of personality profiles.

49. (Previously Presented) The method of claim 45, wherein the personality profile is generated by the device, and transmitted to the first server of the first service provider by the device.

50. (Previously Presented) The method of claim 45, wherein the method further comprises requesting by the device, to initiate an e-commerce transaction with the first service provider, or to participate in a chat session hosted by the first service provider.

51. (Previously Presented) The method of claim 45, wherein said one or more personality characteristics comprise at least one selected from a group consisting of a description of hobbies, a description of interests, and a biographical description.

52. (Currently Amended) A method of operation, performed by a first server of a first service provider providing a personality service, comprising:

receiving by the first server, from a client device, a request to ~~determine content of a web site provided by a second service provider, to categorize the web site based on the content, and to~~ dynamically generate and provide a personality profile having one or more personality characteristics ~~for a user of the client device~~, for responding to a request of a second server of ~~the a~~ second service provider, requesting for registration information ~~for the user~~, the registration information requested including the one or more personality characteristics;

providing by the first server, a personality profile having the one or more personality characteristics for response, the one or more personality characteristics being

based at least in part on the categorization of the web site content of a service provided by the first service provider; and

transmitting by the first server to the client device or the second server the generated personality profile.

53. (Previously Presented) The method of claim 52, wherein said receiving comprises receiving by the first server, the one or more requested personality characteristics from the client device.

54. (Previously Presented) The method of claim 52, wherein the method further comprises the first server ascertaining the service offered by the second service provider, based at least in part on a communication between a server of the second service provider and the first server.

55. (Previously Presented) The method of claim 52, wherein said providing comprises  
identifying by the first server, for the client device, a plurality of personality profiles;  
and  
receiving by the first server, from the client device, a selection of one of the identified personality profiles.

56. (Currently Amended) The method of claim 52, wherein said providing comprises generating by the first server one or more personality profiles having the one or more personality characteristics.

57. (Previously Presented) The method of claim 52, wherein said one or more personality characteristics comprise at least one of a description of hobbies, a description of interests, and a biographical description.

58. (Currently Amended) A computing device comprising:

a storage medium having stored therein a plurality of programming instructions that, ~~if executed~~ in response to execution by the computing device, cause the computing device to

receive from a first server of a first service provider, a request for registration information ~~for a user of the apparatus to register with a web site~~, the registration information requested including one or more personality characteristics,

cause a second server of a second service provider to dynamically generate and provide a personality profile having one or more personality characteristics; ~~the one or more personality characteristics based at least in part on a determined categorization of the web site, the second service provider providing a personality service~~, and

transmit, or cause the second server of the personality service provider to transmit, the personality profile to the first server of the first service provider to respond to the request; and

a processor coupled to the storage medium to execute the plurality of programming instructions.

59. (Previously Presented) The computing device of claim 58, wherein said plurality of instructions stored on the storage medium are further designed to enable the computing device to perform at least a selected one from the group consisting of requesting information from the first service provider, initiating an e-commerce transaction with the first service provider, and participating in a chat session hosted by the first service provider.

60. (Previously Presented) The computing device of claim 58, wherein said plurality of instructions stored on the storage medium are designed to enable the computing device to request the personality service provider for the personality profile.

61. (Previously Presented) The computing device of claim 60, wherein said plurality of instructions stored on the storage medium are further designed to enable the

computing device to receive a list of personality profiles from the personality service provider, and identify for the personality service provider a selected one of the list of personality profiles.

62. (Previously Presented) The computing device of claim 58, wherein said plurality of instructions stored on the storage medium are designed to enable the computing device to generate the personality profile.

63. (Previously Presented) The computing device of claim 58, wherein said one or more personality characteristics comprise at least one of a description of hobbies, a description of interests, and a biographical description.

64-68. (Cancelled).

69. (Currently Amended) A system comprising:  
a networking interface;

a storage medium coupled to the networking interface, and having stored therein a plurality of programming instructions that, in response to execution, cause designed to enable the system to,

receive from a first server of a first service provider, a request for registration information ~~for a user of the system to register with a web site~~, the registration information requested including one or more personality characteristics,

cause a second server of a second service provider to dynamically generate and provide a personality profile having one or more personality characteristics, the one or more personality characteristics based at least in part on ~~a determined categorization of the web site~~ content of a service provided by the first service provider, the second service provider providing a personality service, and

transmit, or cause the second server of the personality service provider to transmit, the personality profile to the first server of the first service provider to respond to the request; and  
a processor coupled to the storage medium and the networking interface to execute the programming instructions.

70. (Previously Presented) The system of claim 69, wherein the programming instructions are further designed to enable the system to perform at least one of requesting information from the first service provider, initiating an e-commerce transaction with the first service provider, and participating in a chat session hosted by the first service provider.

71. (Previously Presented) The system of claim 69, wherein the programming instructions are further designed to enable the system to receive a list of personality profiles from the personality service provider, and identify for the personality service provider a selected one of the list of personality profiles.

72. (Previously Presented) The method of claim 45, wherein prior to transmission of the personality profile by the device, the personality profile is provided to the device by the second server.

73. (Cancelled).

74. (Currently Amended) A method, comprising:  
accessing or attempting to access by a computing device a web site of a first service provider;  
receiving by a computing device, in response to the accessing or attempting to access a request for registration information, the registration information requested including one or more personality characteristics;  
causing, by a computing device, a second service provider to dynamically generate and provide a personality profile having one or more personality characteristics

to portray a desired persona, the one or more personality characteristics being based at least in part on ~~a determined categorization of the web site~~content of a service provided by the first service provider, the second service provider providing a personality service; and

transmitting by a computing device, or causing a computing device to transmit, the personality profile to the first service provider to respond to the request.

75. (New) An article of manufacture including a computer readable medium having instructions stored thereon that, in response to execution by a computing device, cause the computing device to:

dynamically generate and provide a personality profile having one or more personality characteristics for registration with a web site of a service provider, the one or more personality characteristics based at least in part on content of a service provided on or by the web site.

76. (New) The article of manufacture of claim 75, wherein the method further comprises providing a list of personality profiles to the client device and receive a selection from the provided list from the client device.

77. (New) The article of manufacture of claim 75, wherein said one or more personality characteristics comprise at least one of a description of hobbies, a description of interests, and a biographical description.

78. (New) The article of manufacture of claim 75, wherein the method further comprising transmitting the personality profile to the client device, or transmitting the personality profile to a server of the service provider.